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No. 22-0261.

Amendments

In the Claims:

Kindly cancel claims 18-32 and 35-38 are cancelled without any prejudice or disclaimer.

Kindly amend the ~~claims~~ as follows:

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> A system for incentive program generation and automated award fulfillment,
comprising:

a host computer coupled to a network;

a database accessible from said host computer; and

an automated award fulfillment application program executable on said host

computer for participation in incentive programs of a plurality of providers.

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2. The system of claim 1, further comprising:
- a client computer of a consumer user coupled to the network;
 - a server coupled to said host computer; and
 - a browser executing on said client computer operative to access content located on said server

wherein the consumer user participates in said incentive programs
of the plurality of providers via interaction with said browser.

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3. A method for generating incentive programs and automating award fulfillment, comprising:
- providing a host computer, the host computer having a database and an automated award fulfillment application program;
 - automating award fulfillment; and
 - permitting access to said database via a network, including allowing participation in incentive programs of a plurality of providers.

4. The method of claim 3, further comprising:

providing a network coupling said host computer to a workstation and being capable of transferring electronic data between said workstation and said host computer;

providing each of said host computer and said workstation with an application program capable of responding to input from said host computer or said workstation;

allowing a user of said host computer to operate said automated award fulfillment application program to generate an incentive program and to store said incentive program on said host computer;

transferring a stored incentive program to said workstation; and

providing an address for said stored incentive program to permit access to said stored incentive program from said network.

5. The method of claim 4, further comprising:

providing at least one of an award association application program that associates an award with said incentive program, and an award fulfillment association application program that associates a fulfillment option with an award.

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6. A system for automating award fulfillment, comprising:
- a network;
 - a host computer, coupled to said network;
 - a database of said host computer;
 - a browser operative to browse content of said host computer, wherein a consumer user participates in an incentive program; an awards database of awards associated with said incentive program; and
 - an automated award fulfillment application program for automating fulfillment of awards for said incentive program.

7. The system of claim 6, further comprising:
- a card for fulfillment of awards won in said incentive program.

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8. ~~The system of claim 6, further comprising:~~
- ~~a memory operative to store at least a personal identification number associated with a consumer user.~~

9. The system of claim 6, further comprising:
memory for storing information relating to participation of said consumer user in
an incentive program.

10. The system of claim 6, further comprising:
a browser, coupled to said host computer, wherein said consumer user participates
in incentive programs of at least two providers via said browser.

11. A method for generating incentive programs and automating award fulfillment,
comprising:
providing a host computer;
providing an incentive program on the host computer, wherein a participant may
participate in an incentive program,
providing a database of awards on the host computer associated with the incentive
program; and
providing automated fulfillment of such awards to participants.

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12. The method of claim 11, wherein said database of awards includes awards from a plurality of sponsors.
13. The method of claim 11, wherein said providing automated fulfillment step comprises:
associating an award with the incentive program; and
associating a fulfillment method with the award.
14. The method of claim 11, wherein said providing automated fulfillment step further comprises:
providing a card comprising memory for storing data associated with a user.
15. The method of claim 13, wherein said associating a fulfillment method step comprises:
providing an optimization application program that identifies an award based on the geographic proximity of an award winner to a redemption location of an award in the database of awards.

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16. The method of claim 14, wherein said data is a personal identification number.
17. The method of claim 14, wherein said data is information relating to a user's participation in an incentive program.
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Cb > 33. A system for building an incentive program having automated fulfillment, comprising:
- a computer coupled to a network;
 - an incentive program generation application program for generating an incentive program in response to input of parameters by a user;
 - an award association application program for associating an award with the incentive program; and
 - an automated fulfillment application program for associating a fulfillment method with said award.

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(b) > 34. A method of providing for generation of an incentive program having automated fulfillment over a network, comprising:

providing a computer coupled to a network;

generating an incentive program in response to input from a user;

associating an award with the incentive program; and

associating a fulfillment method with the award, wherein at least one of generating an incentive program, associating an award and associating a fulfillment method is accomplished by an automated fulfillment application program.

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Kindly add the following new claims:

39. The system of claim 2, further comprising:
- a redemption workstation associated with each of said plurality of providers coupled to the network;
 - at least one of
 - a member management database, coupled to the network, operative to add a member record for a new member, and
 - an inventory management system associated with each of said plurality of providers coupled to said redemption workstation; and
 - wherein said automated award fulfillment application program is operative to allow designation of redemption of an award including access to any inventory management system of any of said plurality of providers and access to any member database.

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40. The system of claim 39, wherein said automated award fulfillment application program is operative to select said award tailored to demographic and psychographic preferences of the consumer user stored in at least one of any of said member management databases and said database, and to allow for designation of redemption of said award at a geographic location of one of said plurality of providers.

41. The system of claim 40, further comprising:

a sponsor computer, coupled to the network, operative to allow a sponsor of one of said incentive programs to designate said geographic location of redemption by the consumer user of said award.

42. The system of claim 1, wherein said plurality of providers comprise at least one of a retailer, a merchant, and a sponsor.

43. The system of claim 2, wherein said browser comprises at least one of an internet browser, an automated teller machine, a kiosk, a gasoline pump, a wireless device, a personal digital assistant, and a communication device.

44. The system of claim 3, wherein said permitting access comprises at least one of:
providing for registration and interaction with content of said database and said
automated award fulfillment application program.

45. The system of claim 5, wherein said fulfillment options comprise:
receiving fulfillment at a sponsor designated geographic location;
receiving online fulfillment;
receiving offline fulfillment;
receiving fulfillment at a merchant;
receiving fulfillment at a retailer; and
receiving fulfillment at point of sale (POS).

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46. The system of claim 6, further comprising:

a redemption computer associated with each of a plurality of providers coupled to said network; and

at least one of:

a member database, coupled to said network, operative to add a member record for a new member, and

an inventory management system associated with each of said plurality of providers coupled to said network; and

wherein said automated award fulfillment application program is operative to allow designation of redemption of an award including access to any inventory management system of any of said providers, access to said awards database and access to at least one of any of said member databases and said database of said host computer.

47. The system of claim 46, wherein said automated award fulfillment application program is operative to select said award tailored to any demographic and psychographic preferences known of said consumer user stored in at least one of any of said member databases, and said database of said host computer, and to allow for designation of redemption of said award at a geographic location of one of said plurality of providers.